

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the Application.

1-36. (Canceled)

37. (Currently Amended) A method of producing signage with increased reflectivity using channel letter coil, comprising the steps of:

providing a metal substrate having a first and second surface, the first surface being an inner surface of the metal substrate;

disposing a first material upon the first surface of the metal substrate, wherein the first material comprises a thermo-set polyester with a highly reflective surface;

disposing a second material upon the first material, wherein the second material comprises a thermo-set polyester with a highly reflective surface, and wherein no additional material is required to provide a highly reflective surface to the metal substrate;

disposing a third material upon the second surface, the second surface being an outer surface; wherein the third material is different from the first material, and wherein the disposed first, second and third materials and metal substrate collectively form a coated substrate,

~~rolling the substrate into a coil~~

~~forming the coil coated substrate into shapes of individual characters for signs, thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria to produce signage with increased reflectivity.~~

38. (Currently amended) The method of claim 37, further comprising the step of disposing an aesthetic material upon the second surface of the substrate, opposite the first surface, prior to ~~rolling the substrate into a coil~~ disposing the channel letter coil upon or within the signage substrate.

39. Cancelled.

40. (Currently amended) The method of claim 37, wherein the ~~step of providing a~~ the metal substrate ~~further comprises providing~~ an aluminum substrate.

41. (Previously amended) The method of claim 37, wherein the thermo-set polyester is colored.

42. (Previously amended) The method of claim 37, wherein the thermo-set polyester is disposed manually.
43. (Previously amended) The method of claim 37 , wherein the thermo-set polyester is disposed using a coating machine.
44. (Previously amended) The method of claim 37, wherein the thermo-set is opaque.
45. (Previously amended) The method of claim 37, wherein the finished channel letter coil requires no additional treatment before use.
46. (Previously amended) The method of claim 44, wherein the substrate is a readily formable metal.
47. (Previously presented) The method of claim 37, further comprising the step of heating the substrate after the first material is disposed.
48. (Previously presented) The method of claim 37, wherein the first and second materials are disposed to a collective thickness of less than about 1.4 mils.
49. (Previously presented) The method of claim 37 wherein the first and second materials are disposed to a collective thickness between about 1.2 mils and 1.4 mils.
50. (Previously presented) The method of claim 47, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.
51. (Previously presented) The method of claim 37, further comprising the step of heating the substrate after the second material is disposed.
52. (Previously presented) The method of claim 51, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.
53. (Previously presented) The method of claim 38, wherein the step of disposing an aesthetic material further comprises disposing a fluoropolymer coating.
54. (Previously presented) The method of claim 38, wherein the aesthetic material is disposed manually.
55. (Previously presented) The method of claim 38, wherein the aesthetic material is disposed using a coating machine.
56. (Previously presented) The method of claim 37, wherein the first and second material are disposed in a single step.

57. (Currently amended) A method of producing channel letter coil with increased reflectivity, comprising the steps of:

providing a substrate having a first and second surface;

disposing a first material upon the first surface of the substrate, wherein the first material has a reflective surface;

disposing a second material upon the first material, wherein the second material has a reflective surface, wherein the first material and the second material are disposed at the same time and wherein no additional material is required to provide a highly reflective surface to the substrate;

disposing a third material upon the second surface, the second surface being an outer surface;

rolling the substrate into a coil; ~~and to form a finished channel letter coil product, wherein the finished channel letter coil product, when un-rolled and forming the coil formed~~ into shapes of individual characters for signs, ~~thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria~~ has increased reflectivity, as compared to the reflectivity achieved in formed shapes of individual characters for signs where reflective coatings or paints are applied to the surface of the formed shapes.

58. (Previously presented) The method of claim 57, wherein the first and second materials are thermo-set materials.

59. (Previously presented) The method of claim 57, wherein the first and second materials are disposed to a collective thickness of less than 1.4 mils.

60. (Withdrawn) A channel letter coil comprising:

a substrate having a first and second surface;

a first material disposed on the first surface of the substrate, wherein the first material has a reflective surface;

a second material disposed on the first material, wherein the second material has a reflective surface, wherein no additional material is required to provide a highly reflective surface to the substrate; and

a third material disposed on the second surface, the second surface being an outer surface, wherein after the first, second, and third material are disposed, the substrate is capable of being rolled into a coil and formed into shapes of individual characters for signs, thereby providing a finished channel letter coil.

61. (Withdrawn) The channel letter coil of claim 60, wherein the first and second materials are thermo-set materials.

62. (Currently amended) A method of producing signage having increased reflectivity ~~channel letter coil~~, comprising the steps of:

providing a metal substrate having a first and second surface;

disposing a first material upon the first surface of the metal substrate, wherein the first material has a reflective surface;

disposing a second material upon the first material, wherein the second material has a reflective surface, wherein the first material and the second material are disposed to a collective thickness of less than about 1.4 mils and wherein no additional material is required to provide a highly reflective surface to the metal substrate;

disposing a third material upon the second surface, the second surface being an outer surface, wherein the third material is different from the first and second material and wherein the disposed materials and the metal substrate together form a coated metal substrate;

~~rolling the substrate into a coil~~; and

forming the coated metal substrate ~~coil~~ into shapes of individual characters to form a channel formation ~~for signs, thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria, wherein the channel formation has increased reflectivity, as compared to the reflectivity achieved in a channel formation where reflective coatings or paints are applied to the surface of the channel formation.~~

63. (Withdrawn) The channel letter coil of claim 60, wherein the first and second materials are disposed in a manner selected from the group consisting of a single step and separate steps.

64. (Withdrawn) The channel letter coil of claim 60, wherein the first, second and third materials are each individually disposed by application from the group consisting of manual, rolled, sprayed, sputtered, and adhesive sheet.

65. (Withdrawn) The channel letter coil of claim 60, wherein the third material is disposed in a manner selected from the group consisting of before the first material is disposed, after the first material is disposed, before the second material is disposed, after the second material

is disposed, concurrent with disposal of the first material, and concurrent with disposal of the second material.

66. (Withdrawn) The channel letter coil of claim 60, wherein the substrate is a readily formable metal.

67. (Withdrawn) The channel letter coil of claim 60, wherein the first, second and third materials are each individually selected from the group consisting of colored and opaque.

68. (Withdrawn) A roll of channel letter coil comprising:
- a rolled substrate having a first and second surface;
 - a first material disposed upon the first surface, wherein the first surface is an inner surface of the substrate; and
 - a second material disposed upon the first material., wherein no additional material is required to provide a highly reflective surface to the substrate;
 - a third material disposed upon the second surface, the second surface being an outer surface, wherein the rolled substrate is a formed into shapes of individual characters for signs, thereby providing a finished channel letter coil having a reflectivity of above 90% as measured by ASTM International criteria.
69. (Withdrawn) The roll of claim 68, wherein the third material is an aesthetic material.
70. (Withdrawn) The roll of claim 68, wherein the substrate is metal.
71. (Withdrawn) The roll of claim 68, wherein the substrate is aluminum.
72. (Withdrawn) The roll of claim 68, wherein the substrate comprises Alloy 3105.
73. (Withdrawn) The roll of claim 68, wherein the first, second and third material are each individually selected from the group consisting of colored and opaque.
74. (Withdrawn) The roll of claim 68, wherein the first and second materials are identical.
75. (Withdrawn) The roll of claim 68, wherein the first and second materials have a collective thickness of at least about 1.4 mils or less.